

Teen Drinking Prevention Program

Guide to Program Materials

Center for Substance Abuse Prevention



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Public Health Service
Substance Abuse and Mental Health Services Administration

Center for Substance Abuse Prevention

PreventionWORKS!



Know The Facts.
*Prevention **WORKS!***

Message From the Director

SAMHSA's Center for Substance Abuse Prevention (CSAP) applies the latest public health information and technology to its programs and products. CSAP's Teen Drinking Prevention Program aims to prevent underage drinking. The program uses innovative social marketing techniques to provide local communities with the knowledge and materials to help them create their own successful grassroots-level prevention programs.

The CSAP Teen Drinking Prevention Program is based on innovative public health techniques and has four objectives:

- Raising public awareness of the underage drinking crisis.
- Changing community norms that encourage underage drinking.
- Creating community-specific prevention messages and materials.
- Ensuring that special events in a community encourage healthy lifestyle choices.

The products of this prevention program are designed for use by many people and groups, including prevention program leaders, the media, enforcement officials, event organizers, and youth themselves, within any community. This guide describes each product as well as its audience and gives suggestions for its use.

My thanks in advance for your participation.

Elaine M. Johnson, Ph.D.

Director, Center for Substance Abuse Prevention
Substance Abuse and Mental Health Services Administration



Community Action Guide

The *Community Action Guide* is a comprehensive how-to manual for those creating a prevention program at the community level. It provides a chapter-by-chapter overview of each step for building a communitywide prevention program, from assessing the community's prevention needs to recruiting program partners, interacting with the news media, and evaluating the program.

Suggested Audiences

- Health and Prevention Professionals
- Community Leaders
- Educators
- Parents
- Youth Leaders

Law Enforcement Action Guide

The *Law Enforcement Action Guide* is targeted to enforcement and police officials. This guide demonstrates the important role these officials play in the prevention of underage drinking and includes proven enforcement methods that are working in communities across the country.

Suggested Audiences

- Law Enforcement Officials
- Police and Sheriffs' Departments
- Community Leaders
- Local Elected Officials

Event Action Guide

The *Event Action Guide* shows event organizers how to build support for and host alcohol-free events, which are safer for the community and may be enjoyed by all.

Suggested Audiences

- Community Leaders
- Educators
- Event Organizers and Sponsors

Teen Action Guide

The *Teen Action Guide* is written for youth. This guide shows young people the important role they can play in influencing their peers to make healthy lifestyle choices. It suggests prevention activities for young people.

Suggested Audiences

- Youth Leaders
- Educators

Community Risk Assessment Guide

The *Community Risk Assessment Guide* is designed to help communities review their norms and standards and assess the degree to which those norms encourage or discourage underage drinking. The guide includes an opinionnaire and a community audit. The information gathered by these documents can help determine the need and appropriate strategies for a community's prevention effort.

Suggested Audiences

- Health and Prevention Professionals
- Community Leaders
- Educators
- Parents

Communicator's Guide

The *Communicator's Guide* is a booklet of artwork, public service announcements, advertisements, letters, and news stories that program planners can reproduce directly or tailor for local or issue-specific use.

Suggested Audiences

- Health and Prevention Professionals
- Community Leaders
- Educators
- Parents
- Youth Leaders

Parent's Reference Card

This 8 1/2 x 11, two-sided card is specifically designed for parents. It illustrates the important role that parents must play in preventing underage drinking and provides them with tips on how to positively steer their children away from alcohol.

The card also encourages parents to initiate prevention activities in the community that will reduce the problems associated with teen drinking.

Suggested Audiences

- Parents' Organizations
- Parents
- Educators

Poster and Postcard

The Poster and Postcard are two-dimensional tools designed to help program organizers educate other members of the community about underage drinking and how to prevent it. These lively four-color pieces carry the message "Alcohol is a drug too! & We're not buying it!" Prevention leaders may use the poster for presentations and distribute them to everyone in the audience to display in their homes, schools, recreation centers, places of worship, and so on.

Suggested Audiences

- Health and Prevention Professionals
- Community Leaders
- Educators
- Youth

Order any or all of these products today. With them, your community can join the others across the country that are proving our theme—Prevention WORKS!

For more information about alcohol, tobacco, and other drug abuse prevention, contact the National Clearinghouse for Alcohol and Drug Information, P.O. Box 2345, Rockville, MD 20847-2345, 1-800-729-6686, 301-468-2600, or TDD 1-800-487-4889.

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